



Town of Hilton Head Island
**ACCOMMODATIONS TAX
ADVISORY COMMITTEE**
Thursday, April 6, 2023, 9:00 AM
AGENDA

The Accommodations Tax Advisory Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers.

- 1. Call to Order**
- 2. FOIA Compliance:** Public notification of this workshop has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Roll Call**
- 4. Swearing in of a New Member**
 - a. Cecil Eck- *John Troyer, Director of Finance*
- 5. Approval of the Minutes**
 - a. Regular Meeting – November 3, 2022
- 6. Appearance by Citizens:** Citizens who wish to address the Committee on the matters being discussed during the meeting may do so by contacting the Committee Secretary at 843.341.4646 no later than 4:30 p.m. Wednesday, April 5, 2023. Written comments concerning items on the agenda may be submitted at the [Open Town Hall Portal](#).
- 7. New Business**
 - a. Hearing Regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2023-2024 Marketing Plan and Budget of Expenditures of the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism.
 - b. Discussion Regarding Potential Amendments to the Accommodations Tax Grant Application for 2024
- 8. Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting



Town of Hilton Head Island
Accommodations Tax Advisory Committee
Thursday, November 3, 2022, at 9:00 a.m.
MEETING MINUTES

Present from the Committee: Jim Fluker, *Chairman*; Richard Thomas, *Vice-Chairman*; Stephen Arnold, James Berghausen, Julie Martin, John Farrell, and Margaret Johnson

Absent from the Committee: None

Present from Town Council: David Ames

Present from Town Staff: John Troyer, *Director of Finance*; and Cindaia Ervin, *Finance Assistant*

Present from the Media: None

1. Call to Order

The meeting was called to order at 9:05 a.m.

2. FOIA Compliance

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Roll Call- See as noted above.

4. Approval of the Agenda

- a. Chairman Fluker asked for a motion to approve the agenda. Mrs. Johnson moved to approve the agenda as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

5. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting, October 6, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 6, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

- b. Accommodations Tax Advisory Committee Meeting, October 13, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 13, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

- c. Accommodations Tax Advisory Committee Meeting, October 20, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 20, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

6. Appearance by Citizens

Cindaia Ervin, Committee Secretary, stated that comments concerning agenda items were to be submitted electronically via the Town’s Open Town Hall portal. The public comment period closed the day prior to the meeting at 4:30 p.m. At the conclusion of the Open Town Hall, there was no public comment and no citizens signed up to speak.

7. Unfinished Business - None

8. New Business

- a. Review & Recommendation for the 2023 Accommodations Tax Grants.

John Troyer, Director of Finance, discussed with the Committee that they would be able to fully fund all applicants if they qualify and meet the requirements for full funding today. Mr. Troyer reminded the Committee that funding information from the State is received by the end of October for the Committees November awarding meeting. Mr. Fluker, Chairman, spoke with the Committee regarding the process of funding for organizations that applied for funding and how best to navigate the list for awarding the grants.

A spreadsheet was displayed listing all applicants along with the amount each applicant requested. Committee members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

Town of Hilton Head Island			
Accommodations Tax Grants 2023 Requests and Recommendations			
	2023 GRANTS		
	2023 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	75,000	75,000	
Arts Center of Coastal Carolina	420,000	420,000	
David M. Carmines Memorial Foundation	181,000	181,000	
Gullah Museum of Hilton Head Island	150,000	139,700	
Harbour Town Merchants Association	29,000	29,000	
HHI Audubon Society	17,588	17,588	
HHI Choral Society	40,000	10,000	
HHI Concours d'Elegance	385,000	385,000	
HHI Dance Theater	20,000	20,000	
Hilton Head Island Airport	155,000	155,000	
Hilton Head Island Bridge Association	15,000	15,000	

HHI Rec Assoc.	60,000	60,000	
HHI St. Patrick's Day Parade	86,000	71,704	
HHI Wine & Food, Inc (Rhythm and Brews)	25,000	25,000	
HHI Wine and Food Fest)	130,000	130,000	
HHI Symphony Orchestra	300,000	300,000	
Lean Ensemble Theatre	50,000	50,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	
Long Cove Club	54,259	51,442	
Lowcountry Gullah	100,000	95,889	
Mitchelville Preservation Project	185,000	185,000	
Native Island Business & Community	235,000	235,000	
Sea Turtle Patrol HHI	64,500	64,500	
Shelter Cove Harbour Company	195,000	195,000	
TEDx Hilton Head	25,000	25,000	
The Boys & Girls Club of Hilton Head	35,000	35,000	
The Coastal Discovery Museum	325,000	325,000	
Coastal Disc. Museum(Honey Horn)	695,350	695,350	
The First Tee of the Lowcountry	40,000	40,000	
The Heritage Library	118,000	118,000	
The Outside Foundation	60,000	59,480	
The Sandbox	59,895	59,895	
World Affairs Council of HHI	10,000	5,000	
Subtotal	4,390,592	4,323,548	\$ -
DMO Supplemental Grant	710,000	710,000	
Total Grants	5,100,592	5,033,548	-

Mr. Thomas made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Ms. Martin seconded the motion. All Committee members voted unanimously to approve with the final vote of 6-0-1, (except for individual line items where individual committee members recused themselves-details listed at end of minutes and Mr. Arnold abstaining due him running for a local Town Council seat and potentially having to vote on those applicants at a future meeting as a Town Council Member).

During the presentation of the Lowcountry Golf Course Owners Association and First Tee of the Lowcountry, Mr. Farrell disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

9. Chairmans’s Report

Mr. Fluker thanked all applicants who applied for 2023 grant funding. They also thanked their fellow Committee Members for having done a great job during the deliberation and putting the organizations first. All are looking forward to the coming Accommodations Tax Grant season. He also reminded the applicants that due to a new Town Council being elected, Town Staff has decided to defer final awarding of funding until January 2023. When a date is made available, they all will be informed.

10. Adjournment

At 11:41 a.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: _____



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Accommodations Tax Advisory Committee
FROM: John M. Troyer, Director of Finance
VIA: Marc Orlando, Town Manager
CC: Josh Gruber, Deputy Town Manager
CC: Town Council
DATE: March 30, 2023
SUBJECT: Hearing Regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2023-2024 Marketing Plan & Budget of Expenditures of the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism

RECOMMENDATION:

Staff recommends the Accommodations Advisory Committee review for recommendation the Fiscal Year 2022-2023 VCB Marketing Plan and Budget. Once recommended, it will then be forwarded to the Finance & Administrative Committee for review and discussion and then to Town Council for final review and approval.

BACKGROUND:

On April 6, 2023, the VCB will present in detail to ATAC its proposed budget and marketing plan for 2023-2024. The plan is presented in a format as previously recommended by ATAC and Town Council. The budget breaks down expected revenues and expenses in rows by functional categories and in columns by the major funding sources with the Town of Hilton Head Island on page 32 with a budget of \$3,800,000.

SUMMARY:

According to State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the pre-determined Destination Marketing Organization with an ongoing tourist program, which the Town Council has designated the VCB. Town Code requires ATAC to review the VCB's proposed budget and marketing plan each year and make a recommendation to Town Council. Each Committee Member has previously been provided a "draft" copy from the VCB entitled Fiscal Year 2023-2024 Hilton Head Island Destination Marketing Plan. The "draft" version of the book including the proposed budget (found on pages 32-33) has been attached.

ATTACHMENTS:

1. 2023-2024 Hilton Head Island Destination Marketing Plan & Budget